Press Release

For Immediate Release
March 8, 2012

Contact: Pam Bush/ Emmy Llewellyn
508-475-0032

Brain Injury Association of Massachusetts Collaborates with Local Schools to Educate Parents and Students on Sports Concussion; Local Student Athletes to Share their Stories

The Brain Injury Association of Massachusetts (BIA-MA) is collaborating with Parent/Teacher Organizations (PTOs) in Stow, Bolton and Lancaster to present a program on sports concussion to local parents and students (grades 1-12). The event will be held at 6:30 p.m. on March 22 at the Hale Middle School in Stow.

The program will feature two families (mother/daughter and mother/son from the area) who will share their experiences with sports concussion and brain injury. Rep. Kate Hogan (Bolton, Hudson, Maynard, and Stow) plans to attend the program as this is an important issue in the community.

The families participating are:
- Mother and daughter (Kellie) from Stow. Kellie, a freshman at Nashoba Regional High School, suffered multiple concussions during volleyball games and continues to cope with her injury.
- Mother and son (Sean) from Grafton. Sean, who attends St. John’s in Shrewsbury, suffered a serious brain injury while snow-boarding.

“Thanks to the support of the schools and the PTOs, I believe we will reach many parents and students about this important issue,” says Kelly Buttiglieri who coordinates the BIA-MA’s Ambassador Program. “Parents are more likely to listen to other parents and students respond to their peers.” Buttiglieri lives in Stow and has two children in the local school system.

According to Buttiglieri, the parents and students participating in this program have been helping to get the word out about head injury (the signs, symptoms, and prevention) as speakers in BIA-MA’s Ambassadors Program. They are willing to be interviewed by the media in advance or at the event.

To learn more about sports safety or to order a copy of BIA-MA’s award-winning video, Play Smart, go to www.biama.org or call 508-475-0032.

The Brain Injury Association of Massachusetts (BIA-MA) is a private, non-profit organization that provides support to brain injury survivors and their families, offers programs to prevent brain injuries, and educates the public on the risks and impact of brain injury.

#